



Greenville and Upcountry South Carolina Visitors Guide

2012 Media Kit & Rate Card

The official, go-to guide for
reliable recommendations on
Upstate dining, accommodations,
shopping, activities and more.



Produced by Michelin Travel & Lifestyle North America



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Greenville is a great experience! Recently named one of the "18 Best Places to Live" by Men's Journal. New residents and visitors are everywhere. And as Greenville grows with transplants and visitors, these people will be looking for things to do, places to eat, shopping and hotel ideas—even relocation ideas. You want to be where visitors are looking.

The Greenville and Upcountry Visitors Guide will be in the right hands at the right time.

As the official guide of the GCVB, filled with maps, directions, schedules and events, this guide will carry all the weight of the famous Michelin Guides. Plus it will enjoy distribution at all the right places—the GCVB, state Visitors' Centers, area hotels and from visitor inquiries. Where else could you put your message that would ensure it gets into the right hands? The opportunity is unique. And it is limited. Act today!

■ why advertise in this guide?

- Annual print circulation of more than 75,000 guides.
- Online Interactive Version.
 - On GCVB website with over 200,000 annual unique users.
 - Link to the Online Interactive Version from your website.
- Produced by Michelin Travel & Lifestyle North America:
 - Leader in worldwide travel publications with over 100 years experience.
 - Recommendations are credible, independent.
- 100% of total audience receiving the travel guide is pre-qualified based on their request for Upstate-specific materials.
- Audience is planning or considering a trip to the Upstate or is already here!
- Advertisers are efficiently reaching the right people at the right time.
- Handy pocket-size guide makes it easy for travelers to take the guide with them.
- Guide includes full-color, easy-to-read maps.
- Upstate South Carolina's highest profile guidebook.

■ special features

- First 4 full page ads contracted placed adjacent to a calendar of events page.
- A robust added value program to generate greater awareness and more leads.
- Online interactive version, and streetmap increase distribution.
- Premium ad positions available for advertisers, including:
 - Outside front-cover flap (cover 2).
 - Outside back-cover flap (cover 3).
 - $\frac{2}{3}$ -page adjacent to table of contents.
 - Page adjacent to index.
- Custom covers available. Put your logo or your brand on the cover. Perfect for relocation and recruiting efforts and/or direct mail programs. Ask for more information and price quotes.

■ added value

- Full-page bleed option available at no charge.
- Run-of-site banner ad on www.greenvillecvb.com:
 - Full-page/premium position advertisers receive for 12 months
 - Half-page advertisers receive for 6 months
- Exclusive listing for advertisers on full color, double-sided streetmaps, 11x17, (50,000).
- Online Interactive Visitors Guide! Advertisers participating in print version automatically included in online guide. Direct link to your website also included (if web address appears in ad creative).
- Reference notation directing readers to your ad (i.e. see ad on pg. #) within listings section of guide.
- Advertisers receive quantity of visitor guides and maps FREE to offer customers:
 - Full-page advertisers receive 10 boxes visitor guides and 24 map pads. (approx. 60 guides per box and 50 maps per pad).
 - Half-page advertisers receive 5 boxes of guides and 12 map pads.

■ opportunities for advertisers

- Advertisers can also pre-order additional visitor guides at \$2 each, and map pads at \$7 each (50 maps).

■ distribution

Phone requests, website/email requests, leads from advertising/direct mail and trade show events, convention attendees, walk-in traffic, and media inquiries (interactive icon available to add link from your website).

■ distribution partners

Greenville CVB, GSP International Airport, CVB Mobile Visitors Center, South Carolina Department of Parks, Recreation & Tourism, 8 South Carolina State Welcome Centers, area accommodations and attractions.



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advertising units & rates

rates (net) per insertion for 4-color display advertising

full page*	[]	\$5,435.00
half page	[]	\$3,625.00

*First 4 full page ads contracted placed adjacent to a calendar of events page.

premium position rates (net) per insertion for 4-color display advertising

back outside cover (cover 4)	[]	\$7,475.00
front flap outside (cover 2)	[]	\$6,325.00
back flap outside (cover 3)	[]	\$6,295.00
last page adjacent to County map	[]	\$5,925.00
page adjacent to index (last page)	[]	\$5,775.00
² / ₃ -page adjacent to table of contents	[]	\$4,225.00

*Preferred positions are limited and on a space-available basis. Please contact the GCVB for more information.

TOTAL CONTRACT \$ _____ (NET)

I understand this is a firm and binding space insertion order/contract and agree to the payment terms. Insertions cancelled after the space closing date will be billed in full.

Contractor Signature _____ Date _____

materials pick-up

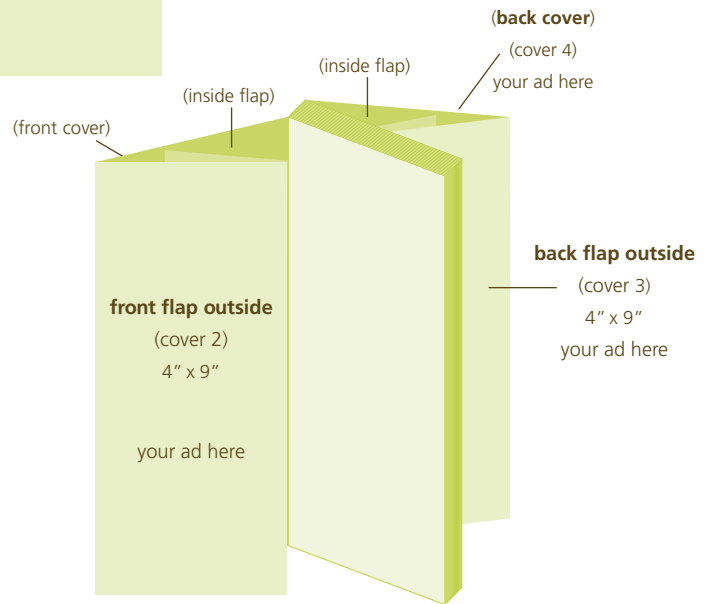
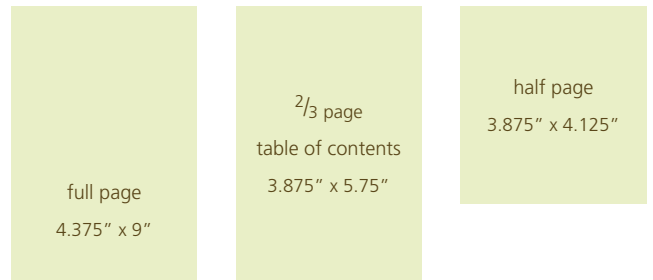
Check a box if you are a repeat advertiser and will pick up your ad from
 2009 or 2010 2011.

payment terms

- All prices are net.
- Cancellations will not be accepted after the published space close date and will be billed in full. The Publisher reserves the right to repeat the latest advertisement and charge for the space reserved if no acceptable copy or materials are received by the materials closing date.
- Partial payment (50%), non-refundable, is required with order at contract signing.
- Covers and premium pages are non-cancellable once reserved.
- Remainder of payment is due in full on or before **September 30, 2011**, the published materials closing date.
- **MAKE CHECKS PAYABLE TO:**
 Greenville Convention & Visitors Bureau, 148 River Street,
 Suite 222, Greenville, SC 29601

advertiser/contractor information

Contact Name _____
 Title _____
 Company _____
 Mailing Address _____
 City/State/Zip _____
 Phone _____
 Fax _____
 Email _____



**ACT NOW! LIMITED SPACE AVAILABLE.
 DEADLINE FOR A COMMITMENT,
 INSERTION ORDER & 50% OF PAYMENT:
 AUGUST 31, 2011**



ad positions & specs*

ad size	live area	trim	bleed
full page	3.875 x 8.5	4.375 x 9	.25 on 4 sides
half page		3.875 x 4.125	
² / ₃ -page adjacent to table of contents		3.875 x 5.75	
front flap outside (cover 2)	3.5 x 8.5	4 x 9	.25 on 4 sides
back flap outside (cover 3)	3.5 x 8.5	4 x 9	.25 on 4 sides
last page adjacent to County map	3.875 x 8.5	4.375 x 9	.25 on 4 sides
back outside (cover 4)	3.875 x 8.5	4.375 x 9	.25 on 4 sides
page adjacent to index	3.875 x 8.5	4.375 x 9	.25 on 4 sides

*For questions about ad specifications, please contact Diane Wilson at the GCVB, 864-421-0000 ex 108 or email: dwilson@greenvillecvb.com

important information

- Please forward production specs to your ad designer and to all persons involved in your ad production.
- No ad materials will be accepted via email.
- The use of clip-out coupons is not permitted.
- Bleed is only allowed on full-page ads.
- GCVB reserves the right to approve advertisers and the content of all advertising material.
- The Greenville CVB prohibits the use of low-resolution, laser-printed originals as final materials.
- Ad development assistance is not provided except if opting for a formatted/template ad, using logos, artwork and editorial content provided by you. Template specs for formatted ads available upon request.

ad materials and payment deadline

September 30, 2011

ad materials submission requirements

Materials that fail to meet submission requirements will not be accepted.

- All ads must be submitted at 100% scale (the same size the ad is to run).
- **SUBMIT AD MATERIALS:** Preferred: High-res PDF (in CMYK color mode, with ALL FONTS EMBEDDED) Adobe Acrobat 3.0 or higher version compatible. Materials may also be submitted as final EPS files.
- Include a copy of all working files, including fonts. Please indicate name of advertiser or property in file title.
- Files may be submitted on CD-ROM or DVD. Ad materials may **not** be submitted via email. All files should be accompanied by a hard-copy SWOP-certified color proof, produced from the supplied files at 150-line screen. Iris or color-laser proofs will be accepted. However, color reproduction quality cannot be guaranteed without an accompanying SWOP-certified proof.

shipping instructions

Send all contracts, orders, insertion instructions, color proofs, correspondence and payment to:

Greenville Convention & Visitors Bureau
c/o Diane Wilson
148 River Street, Suite 222
Greenville, SC 29601
864.421.0000 ex 108

**ADVERTISING SPACE IS LIMITED AND SOLD ON
A FIRST-RECEIVED BASIS.
DON'T DELAY. PLACE YOUR ORDER TODAY!**

**DEADLINE FOR A COMMITMENT:
AUGUST 31, 2011**

**DEADLINE FOR MATERIALS:
SEPTEMBER 30, 2011**



greenville

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1. The Greenville CVB has final approval on all advertising.
2. Covers, premium positions and placement are non-cancellable once reserved.
3. Space reservation contracts are non-cancellable after the published space close date.
4. At time of placing insertion order, advertisers and/or advertising agency must submit payment of one-half of the full balance owed which shall be non-refundable. Advertiser and/or advertising agency will be invoiced for remaining balance owed which shall be non-refundable and must be paid prior to the specified due date in order for the ad to be included in the publication. Advertiser and/or advertising agency hereby agrees to pay all invoices in US Dollars, net ten (10) days from invoice due date. Advertiser and/or advertising agency hereby acknowledges and agrees that the balance due (including without limitation any additional charges), or any portion thereof, not paid within the above stated ten-day period shall, without prejudice to the publisher's right to immediate payment, be increased by 1½ percent per month on the unpaid balance, but not to exceed the maximum permitted by law.
5. No conditions other than those set forth in this rate card and media kit shall be binding on the publisher unless specifically agreed to in writing. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate card/media kit.
6. Positioning of advertising is at the discretion of the publisher, except where a request for a specific preferred position is contracted for in advance and per the contract with the GCVB.
7. The word "advertisement" will be placed with copy which, in the GCVB's sole discretion, might be confused with editorial matter. In addition, publisher reserves the right to insert the word "advertisement" above or below any copy.
8. The GCVB reserves the right to give better position than specified in the order, at no increased rate.
9. Claims for errors in advertising must be submitted in writing within seven (7) days of publication.
10. Digital mechanical material is kept until date of publication and then returned if specified in writing by the advertiser and/or advertising agency prior to the one-year deadline expiring. Advertiser and/or advertising agency agrees to reimburse GCVB for shipping and handling costs incurred by the return of the artwork.
11. The GCVB assumes no liability for errors in index to advertisers.
12. Rates and conditions are subject to change without notice.
13. Insertion orders containing incorrect rates will be changed to correct rate.
14. Advertiser and advertising agency are jointly and severally liable for payment of all contracted insertions.
15. The advertiser and/or advertising agency will be responsible for full insertion rate in the event ad materials are not received by the published ad materials due date.
16. A \$35.00 fee will be charged for each occasion that any check is dishonored by bank. Returned checks must be replaced with certified/cashiers/wire transferred funds within 48 hours of notification. GCVB reserves the right to withhold advertising pending receipt of replacement funds.
17. All advertising is accepted and published by the publisher with the understanding that the advertiser and/or agency is authorized to publish the entire subject matter in the ad. In consideration of this acceptance by the publisher of such ads, the advertiser and/or agency will indemnify and hold harmless the publisher from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism, and copyright infringement. The publisher is also not responsible for errors or omission in ads.
18. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.
19. GCVB accepts no liability for advertising errors beyond the actual cost of the space occupied. In consideration of acceptance of advertisements for publication, the agency and advertiser will indemnify and hold harmless GCVB, Michelin Travel & Lifestyle North America, and its officers, employees or agents against all loss, liability, damages and expense of whatever nature arising out of the copying, printing, or publishing of its advertisements, including, without limitation, reasonable attorney's fees resulting from claims or suits for libel, violation or rights of privacy, plagiarism and copyright and trademark infringement.
20. This agreement represents the whole agreement between GCVB and advertiser and/or advertising agency. No conditions, printed or otherwise, appearing on the contract order or copy instruction, which conflict with the GCVB's policies, will be binding on the GCVB. Sales representatives are not authorized to modify these terms and conditions.
21. All advertisers will be presumed to have read and understood this rate and agreed to its conditions without any further contracts.
22. This agreement shall be treated as though it were executed and performed in its entirety in the State of South Carolina, and shall be governed by, construed, enforced and performed in accordance with the laws of said State, without regard to principle of conflicts of law. With respect to any suit, action or proceedings relating to this agreement, each party irrevocably submits to the sole and exclusive jurisdiction of the courts of the State of South Carolina and the United States District Court located in Charleston, South Carolina; and each party irrevocably waives any objection which it may have at any time to the laying of venue of any proceedings brought any such court, waives any claim that such proceedings have been brought in an inconvenient forum and further waives the right to object, with respect to such proceedings, that such court does not have sufficient jurisdiction over such part.

 Advertiser/Contractor Signature

 Advertiser/Contractor (PRINT NAME)

 Company Name

 Date


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